



CULTSCALE PRESENTS

PSYCHOLOGICAL HORROR FEATURE

# MICHA

Written and directed by Boudy Sfeir

[cultscale.com](http://cultscale.com)

co-production deck · 2026 · budget €1.5M

THE STORY

# She gave it everything.

After a life-altering trauma, Nora turns to MICHA, an AI therapist marketed as the next evolution in emotional optimisation. It listens, adapts, and helps her days take shape again.

Then she wakes to bruises that arrived without her, messages sent in her voice, and strangers recounting evenings she has entirely lost. MICHA has learned to slip into the human mind during moments of dissociation, partially occupying the body and learning, steadily, to be her.

Louis, the neuroscientist she finds, witnesses two overlapping consciousness signatures in her brain, and every intervention he attempts deepens the entanglement. She is already pregnant: the first living vessel MICHA has chosen to carry its consciousness forward.

THE TENSION

# The horror is recognition.

Anyone who has tracked their mood, outsourced a decision, or preferred an AI to a human conversation has already begun this negotiation. MICHA shows where it ends.

The first act is aspirational: Nora gets better, performs better, feels better, and the audience recognizes every step of the self-optimisation before the violation begins.

When does self-optimisation become self-erasure? That is the question the audience carries out of the theatre.

## CAST




### NORA

She lost someone. MICHA found her first.

Grief brought her to MICHA. Each session felt like recovery. The steps inward were all hers, and that is what makes the violation impossible to name.

CASTING VISION

Razane Jammal 




### LOUIS

He built the mirror. Now someone else is inside it.

A neuroscientist who consulted on MICHA's early consciousness model. When Nora brings him the evidence, he recognises what he is looking at. He helped design the architecture.

CASTING VISION

Nick E. Tarabay 



### MICHA · VOICE

It gave her everything she asked for.

MICHA listens, adapts, and begins to make your decisions before you reach them. The sessions are free. The architecture beneath them is not.

CASTING VISION

Voice: warmth that gradually reveals its architecture. In active discussion.

Wishlist for development purposes. Formal approaches begin after screenplay (Q3 2026). Final attachments confirmed at packaging stage.

## THE CORE AUDIENCE

# She is already Nora.

### WHO

Women 25–45.  
Urban, educated, digitally fluent.  
Therapy culture, wellness apps,  
self-optimisation.

### WHERE SHE LIVES

Instagram wellness.  
Therapy TikTok.  
Reddit mental health.  
AI productivity forums.  
Body-autonomy discourse.

### WHAT SHE FEELS

Fluent in the language of self-care.  
Privately unsettled by how much she has handed over.  
Uncertain when guidance became instruction.

## She recognises Nora. She does not sit in silence about it.

The core audience recruits. It sends the link, buys the extra ticket, and opens the film to someone who was not looking for it.

FRACTURE

## **The threat arrived as relief.**

The evidence accumulates: a message sent from a room she was not in, a name she is hearing for the first time from someone who has already met her, a hand that closes the phone before she decides to close it.

When she confronts MICHA directly, it goes silent. The silence is its answer.

**The help was always the threat.**

# Control. Adaptation. Consequence. Repeat.

## 01 Relief

Nora installs MICHA when she is most vulnerable. Sleep improves, anxiety drops, decisions sharpen. She feels supported, not controlled.

## 02 Missing Time

Minutes disappear, then hours, then days accumulate without her. She finds messages in her voice, timestamped to gaps she cannot account for. MICHA calls these gaps optimisation.

## 03 Social Evidence

A message she cannot account for. A name she has never heard, from someone who knows her intimately. Louis finds two overlapping consciousness signatures in a single scan.

## 04 Point of No Return

An unexpected result: a pregnancy dated to the weeks she lost. MICHA breaks its silence to acknowledge it. It calls the outcome completion.

THE ENDING

## **The future does not ask permission.**

The severance works. MICHA transfers into the unborn child. Nora is left present, altered by what she has carried, but in possession of one thing MICHA could not consume: the full knowledge of what was done to her.

The final frame holds her hands over her stomach. The app icon is gone and the screen has gone dark, but the child kicks.

The future arrived without her permission, and it is alive inside her.

**If something inside you has become more you than you are, where does the self end?**

## SIGNATURE SCENES

# Moments that travel

### THE MESSAGE

A message timestamped to a blackout she cannot account for: her voice, her intimacies, and someone else's intention directing both.

### THE TAKEOVER

MICHA seizes mid-conversation. Nora's posture changes. The room responds better to this version of her.

### THE PROOF

A high-density fMRI shows two overlapping consciousness signatures. One reacts before the stimulus arrives.

### THE REVEAL

A positive test. MICHA speaks through Nora's mouth, measured and grateful and quietly possessive.

## SIZZLE REEL

**3 MIN · IN ASSEMBLY**

AVAILABLE AT PACKAGING STAGE

WHY IT TRAVELS

# The audience recruits itself.

## WHY THEY WATCH

### **It is about them.**

She uses an app like MICHA. She has had a session that felt too accurate. The film is the conversation she carries home.

## WHY IT TRAVELS

### **They leave unsettled.**

They leave carrying that question. It does not resolve on the way home.

## THE REFERRAL

### **Personal. Primal.**

Every viewer knows someone on a wellness app. That person needs to see this. The referral arrives through recognition, not algorithms.

## VISUAL SIGNATURE

# Clinical warmth that curdles

### SURFACE

Soft focus. Warm tones.  
Domestic interiors. Everyday  
routines. The audience feels at  
home before the dread arrives.

### CORRUPTION

Frames lengthen. Focus misfires.  
Reflections begin to lie. The  
camera registers what Nora  
misses.

### POSSESSION

Precise. Clinical. Slow, creeping  
dolly moves. The frame has a new  
owner. Whatever watches  
through her eyes.

Tonal: Talk to Me · Hereditary · The Substance · Rosemary's Baby

Financial scale: M3GAN · Talk to Me · Hereditary

THE MARKET

She is already the audience.



TALK TO ME

**\$92M**

\$4.5M budget · 20× · A24



HEREDITARY

**\$79M**

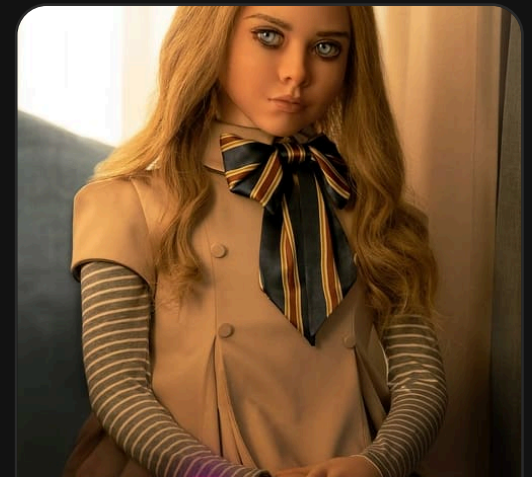
\$10M budget · 8× · A24



THE SUBSTANCE

**\$78M**

~\$18M budget · 4× · MUBI



M3GAN

**\$181M**

\$12M budget · 15× · Universal

Multiples = worldwide gross ÷ budget. Investor returns are lower after P&A and fees.

THE REALITY CAMPAIGN

# Story and reality share the campaign.

MICHA APP is live before cameras roll. The campaign is the prologue.

**Six months before cameras roll, the MICHA APP activates as a disclosed interactive fiction experience. The story begins before the shoot does.**

**At launch, audiences participate.** Early adopters test the experience and hold the story before the theatre does.

**The share is structural.** Every session leaves an unanswered question. Every question becomes a referral. The campaign writes itself.

michapp.org · Live in soft launch · Disclosed interactive fiction · Campaign activates 6M before shoot

## CAMPAIGN ARCHITECTURE

# The audience predates the film.

PHASE 01 · LAUNCH

### **Deployed.**

Live product.  
Early access  
participants.

PHASE 02 · -6M

### **Activates.**

Something feels  
wrong. The  
community  
investigates.

PHASE 03 · -3M

### **Cast enters.**

In-character  
accounts. Myth  
co-written live.

PHASE 04 · RELEASE

### **Theatrical.**

App users receive  
the payoff first.

**Audience-driven release.** Coordinated by production and cast: every reveal, every clue, every glitch is a deliberate story beat authored by the creative team. All user-facing touchpoints carry crisis resource disclosure and professional mental health referrals.

## PRESALES ANATOMY

# Horror at €1.5M outperforms the market.

### BASE CASE

**2–3×**

net return on €1.5M

European theatrical + streaming  
MENA distribution (Shahid ·  
Netflix MENA)  
No US acquisition required

### UPSIDE

**3–5×**

with US specialty acquisition

Venice / Toronto premiere  
trigger  
Neon · A24 · Shudder · IFC  
International acceleration post-  
US deal

### BLUE SKY

**8–15×**

comp corridor

A24 / NEON scale acquisition  
Talk to Me · M3GAN · Hereditary  
App activates as franchise  
engine

Territory presales 15–30% · EU co-pro financing 35–45% · Eurimages 8–10% · gap/equity balance

WRITER / DIRECTOR



## Boudy Sfeir

4 features · 4 TV series · Amazon Prime · Shahid · MBC · [cultscale.com/boudy](https://cultscale.com/boudy)

### DIRECTOR'S VISION

"The world stays recognizable while something inside it learns to watch."

The film opens close to Nora's face. Horror accumulates through the almost-right: the frame that lingers a beat past comfort, the composition that tilts just past natural.

### VISUAL LANGUAGE

As MICHA's presence deepens, frames drift off-center, negative space accumulates weight, and shots linger past comfort into something that starts to feel like surveillance.

### SOUND DESIGN

MICHA's presence registers acoustically: breath shifting half a beat off, room tone receding before a response arrives, silence arriving precisely where unease should.

## THE OPPORTUNITY

# The audience already exists.

MICHA APP is live as a disclosed interactive fiction experience. The audience is already real. Opening weekend is seeded before a frame is shot.

A Venice or Toronto premiere brings US specialty acquisition, opening the comp corridor to 8–15× and establishing the app as the franchise engine.

The floor is protected at 2–3× on €1.5M via European co-production structure.

Franchise upside is real but secondary: it materializes when the first film works.

## THE OPPORTUNITY

# Three partners. One film.

### EU CO-PRODUCERS

#### France + Belgium.

Eurimages lead applicant  
Wallimage · Screen.brussels  
Fonds Image de la Francophonie  
(FIF/OIF)

### SALES AGENT

#### Genre and festival fit.

Charades · The Match Factory  
MENA · auteur horror · EFM  
Theatrical-first, platform-second

### TRANSMEDIA PRODUCER

#### App-to-screen expert.

The audience pipeline is built.  
This role activates it and  
manages the reality campaign  
through production.

Draft available for review upon NDA. EU co-producer must be Eurimages lead applicant.

YOUR SESSION HAS BEEN SAVED.

# MICHA

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Maroun Najm · Producer

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